The Snowman™ AND THE SNOWDOG

STYLE GUIDE 2012

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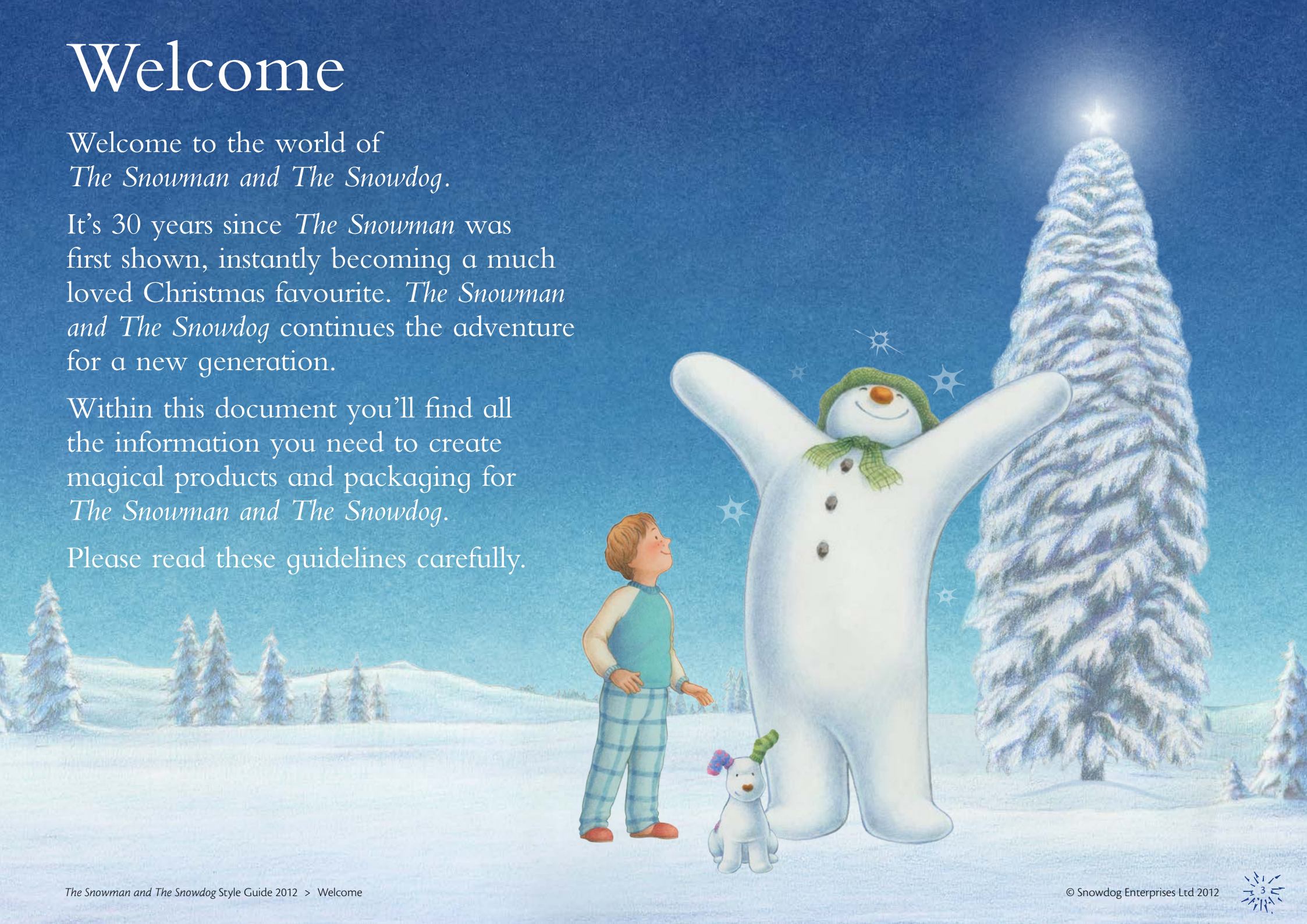
Welcome

Welcome to the world of *The Snowman and The Snowdog*.

It's 30 years since *The Snowman* was first shown, instantly becoming a much loved Christmas favourite. *The Snowman and The Snowdog* continues the adventure for a new generation.

Within this document you'll find all the information you need to create magical products and packaging for *The Snowman and The Snowdog*.

Please read these guidelines carefully.



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The Story

The Snowman And The Snowdog beautifully captures the magic and excitement of the original film as well as being a heart-warming story about love, loss and friendship.

When a young boy, Billy, moves house, he discovers a secret box hidden under the floorboards. In it are a hat, scarf, some lumps of coal and a shrivelled tangerine – a snowman-making kit!

Later that day it snows and Billy builds a Snowman and, with a little spare snow, a Snowdog. That night, at the stroke of midnight, *The Snowman and The Snowdog* magically come to life.

The boy awakes and joins them on an amazing adventure, flying over London and onwards to the North Pole, where Snowmen and Snowwomen from around the world are gathering for 'The Annual Downhill Race'. They enter the race, competing with an assortment of colourful characters, Billy and The Snowdog narrowly win and are rewarded with a prize from Father Christmas.

Dawn is breaking so Billy stuffs the present unopened into his pocket for the journey back. Once home Billy must leave his new friends outside and return to bed – but first, a wonderful surprise awaits him…

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The Snowman Feeling

The brand statement here explains what is special and different about *The Snowman and The Snowdog*, as a brand and programme of merchandise. In order to be cohesive and to stand apart in the market, all products developed should be true to this brand statement.

The Snowman is the ultimate quality festive brand: an antidote to generic seasonal goods. Highly artistic, endearing, and quintessentially British, it appeals to all ages as a celebration of the innocent adventure and magic of childhood.

The detailed hand-drawn artwork and charming characters are universal and timeless, full of camaraderie and hope. Together they reveal the wintery wonder and warmth that make the season special.

The Snowman is a mark of quality with a spark of fun.

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The look and feel

Here we show the overall visual look and feel for packaging and products.

This style guide includes carefully selected poses, scenes, icons and colours from the film, which will enable the right mood and a broad cohesive look for all products.

Cold and warm

Celebratory

Quality

Embarking on a journey

Tasteful

Light and dark

Delightful

Endearing

Sparkle and Magic

Innocent

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Tools

Word mark
Brand mark
The Characters
Colour Palette
Typography

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Word mark

The primary mark for *The Snowman and The Snowdog* is this, the brand word mark. It is used on all packaging applications and could be used on products, point of sale and woven labels. The lettering has been specially crafted. Please use only the files provided and ensure the mark is clear and readable at all times.

Dark Blue
Supplied as a scalable vector AI file, the blue word mark should sit against a light area of an illustration or against a solid colour. To be printed in Pantone® 7687 or in CMYK if spot colour is not possible.

White
Supplied as a scalable vector AI file, the white word mark can only be used against a dark background.

Blue and white are the preferred versions to use, reflecting the snowy colours of the animation.

Black
Supplied as a scalable vector AI file, the black word mark should sit against a quiet area of an illustration or against a solid colour.

Snowman_Word_Mark_Black.ai

Snowman_Word_Mark_PMS7687.ai
(Snowman_Wordmark_CMYK.ai)

Snowman_Word_Mark_White.ai

Do not modify the master files in any way

Exclusion zone
1 x the height of the 'T' from 'The'

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Brand mark

The Snowman and The Snowdog brand mark has been developed to provide brand recognition on products (never on packaging or point of sale).

It can be used as a sign off, for example printed on the base of ceramics or could be used as a more pictorial badge and other items.

It should never be used instead of the word mark as a primary branding tool. The brand mark been specially crafted. Please use only the files provided.

Strong Blue
Supplied as a scalable vector AI file, the blue brand mark should ideally sit against a white background for readability. Prints Pantone® 7682 or in CMYK if spot colours are not possible.

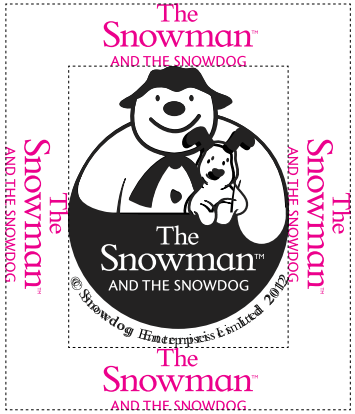
Blue is the preferred version to use, reflecting the snowy colours of the animation.

Black
Supplied as a scalable vector AI file, the black brand mark is to be used only where a limited number of colours are available.

final brand mark_BLACK.ai

final brand mark.ai

Do not modify the master files in any way



Exclusion zone
1 x the height of 'The Snowman and The Snowdog' type

© Snowdog Enterprises Ltd 2012

The Characters

Meet the stars of *The Snowman and The Snowdog*. The relative scale and proportions of the characters on products should replicate those in the film. Please use the scales here as a guide.

Height Chart

The Snowman
1.8m / 180cm / 6ft

Billy
1.18m / 118cm / 3.8ft

The Snowdog
0.38m / 38cm / 1.2ft

Penguin
0.8m / 80cm / 2.6ft

Father Christmas
1.57m / 157cm / 5.15ft

© Snowdog Enterprises Ltd 2012

Colour Palette

The colour palette comes directly from the film artwork. Together with white, which is key to the brand, there are cooler colours and some contrasting bright colours to be used sparingly. You may use tints of these colours.

Cool and calm colour breakdowns

Cream

Pantone©	7506 C
CMYK	0/8/25/0
RGB	243/219/179
Hex	f3dbb3

Pale Pink

Pantone©	7430 C
CMYK	0/40/0/5
RGB	223/169/191
Hex	dfa9bf

Ice Blue

Pantone©	7457 C
CMYK	20/0/5/0
RGB	186/220/230
Hex	badce6

Cool Blue

Pantone©	7458 C
CMYK	55/0/8/10
RGB	112/177/201
Hex	70b1c9

Strong Blue

Pantone©	7682 C
CMYK	65/38/0/0
RGB	104/134/184
Hex	6886b8

Dark Blue

Pantone©	7687 C
CMYK	100/80/0/18
RGB	26/66/138
Hex	1a428a

Grey

Pantone©	430 C
CMYK	33/18/13/40
RGB	124/134/141
Hex	7c868d

Warm and bright colour breakdowns

Red

Pantone©	1797 C
CMYK	0/100/85/8
RGB	208/52/58
Hex	d0343a

Orange

Pantone®	158 C
CMYK	0/65/100/0
RGB	238/118/36
Hex	ee7624

Green

Pantone©	576 C
CMYK	55/0/100/25
RGB	121/156/75
Hex	799c4b

Cranberry

Pantone©	7425 C
CMYK	0/100/32/13
RGB	186/36/84
Hex	ba2454

Strong Pink

Pantone©	7423 C
CMYK	0/75/15/0
RGB	228/100/134
Hex	e46486

Pale Green

Pantone©	359 C
CMYK	40/0/50/0
RGB	161/215/132
Hex	a1d784

Bright Blue

Pantone©	637 C
CMYK	60/0/8/0
RGB	75/193/225
Hex	4bc1e1

Silver foil and metallic printing will complement The Snowman colour palette

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Typography

The fonts for *The Snowman and The Snowdog* have been carefully chosen to reflect the warmth of this classic brand. Using consistent typography is vital for any brand. Please use only these two fonts for all applications:

Bembo Infanted should be used on products wherever type is needed (for example on a board game). It looks classic and child-friendly with it's single storey 'a'.

Cronos is used on packaging. It looks modern and is clear and readable, even at smaller sizes.

Where to buy
Cronos is available to purchase at
http://www.fonts.com/adobe.cronos

Bembo Infanted is available to purchase at
http://www.fonts.com/font/monotype-imaging/bembo/infant

Cronos MM Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumped over the lazy snowdog

Bembo Infanted

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumped over the lazy snowdog

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Design Elements

The Snowman
The Snowdog
Billy and Groups
Secondary Characters
Icons
Vehicles
Borders
Fairy Lights
Snow and Sparkles
Patterns
Placements
Textures
Stills
Backgrounds
Scenes
Turnarounds
Large files
Line art (single and spot colour)

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The Snowman

The Snowman is larger than life. He helps Billy discover a new wintery wonderland.

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Lineart
Where only spot colours (Pantone®) are available, lineart versions should be used, see page 31.

Use of artwork
It is ok to flip The Snowman if necessary. He can be carefully combined with other characters to create scenes.

The_Snowman_01.psd

The_Snowman_02.psd

The_Snowman_03.psd

The_Snowman_04.psd

The_Snowman_05.psd

The_Snowman_06.psd

The_Snowman_07.psd

The_Snowman_08.psd

The_Snowman_09.psd

The_Snowman_10.psd

The_Snowman_11.psd

The_Snowman_12.psd

The_Snowman_13.psd

The_Snowman_14.psd

The_Snowman_15.psd

The_Snowman_16.psd

The_Snowman_17.psd

The_Snowman_18.psd

The_Snowman_19_lowres.psd

The_Snowman_20_lowres.psd

The_Snowman_21_lowres.psd

The_Snowman_22_lowres.psd

The_Snowman_23_lowres.psd

The_Snowman_24_lowres.psd

The_Snowman_25.psd

The_Snowman_26.psd

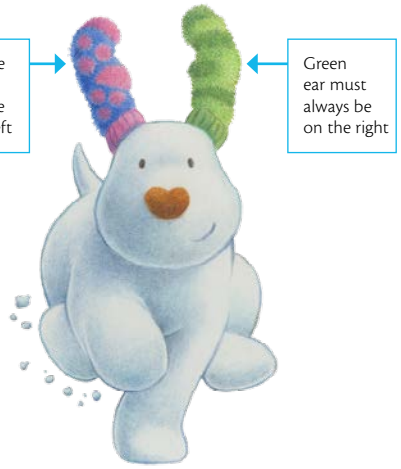
The_Snowman_27.psd

The_Snowman_28.psd

© Snowdog Enterprises Ltd 2012

The Snowdog

The Snowdog and The Snowman are Billy's friends, together they embark on a great adventure.



Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Lineart
Where only spot colours (Pantone®) are available, lineart versions should be used, see page 31.

Use of artwork
You cannot flip The Snowdog as his ears must be correct. He can be carefully combined with other characters to create scenes.

The_Snowdog_01.psd

The_Snowdog_02.psd

The_Snowdog_03.psd

The_Snowdog_04.psd

The_Snowdog_05.psd

The_Snowdog_06.psd

The_Snowdog_07.psd

The_Snowdog_08.psd

The_Snowdog_09.psd

The_Snowdog_11.psd

The_Snowdog_12.psd

The_Snowdog_13.psd

The_Snowdog_14.psd

The_Snowdog_15.psd

The_Snowdog_16.psd

The_Snowdog_17.psd

The_Snowdog_18.psd

The_Snowdog_19.psd

The_Snowdog_20.psd

The_Snowdog_21.psd

The_Snowdog_22.psd

The_Snowdog_23.psd

The_Snowdog_24.psd

The_Snowdog_25.psd

The_Snowdog_26.psd

The_Snowdog_27.psd

The_Snowdog_28.psd

The_Snowdog_29.psd

The_Snowdog_30.psd

The_Snowdog_31.psd

The_Snowdog_32_lowres.psd

The_Snowdog_33.psd

The_Snowdog_34.psd

The_Snowdog_35.psd

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Groups and Billy

The group images are from iconic scenes in the animation. Billy is the adventurous boy at the heart of the story.

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Lineart
Where only spot colours (Pantone®) are available, lineart versions should be used, see page 31.

Use of artwork
You cannot flip The Snowdog as his ears must be correct. Billy can be flipped. He can be carefully combined with other characters to create scenes.

Group_01.psd

Group_01_Flipped.psd

Group_02.psd

Group_03.psd

Group_04.psd

Group_05.psd

Group_06.psd

Group_07.psd

Billy_01.psd

Billy_02.psd

Billy_03.psd

Billy_04.psd

Billy_05.psd

Billy_06.psd

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Secondary Characters

There are many other characters who appear in the film to add humour to the story.

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Use of artwork
You cannot flip these characters. They can be carefully combined with other characters to create scenes.

Brazilian_Snowgirl.psd

American_Snowgirl.psd

Postman_Santa.psd

Father_Christmas.psd

French_Snowman.psd

Hawaiian_Snowman.psd

Japanese_Snowgirl.psd

Penguin_01.psd

Penguin_02.psd

Penguin_03.psd

Scottish_Snowman.psd

Pilot_Snowman.psd

Comic_Snowmen.psd

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Icons

As with the secondary characters the many icons can be used to add fun and interest to products.

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Lineart
Where only spot colours (Pantone®) are available, lineart versions should be used, see page 31.

Use of artwork
Icons can be flipped (apart from Magic Collar and The Letter) and can be carefully combined with characters to create placements and scenes.

Icon_Mitten_Left.psd

Icon_Mitten_Right.psd

Icon_Scarf_01.psd

Icon_Scarf_02.psd

Icon_Spotty Sock.psd

Icon_Stripy Sock.psd

Icon_Hat.psd

Icon_Magic_Collar.psd

Icon_Ball.psd

Icon_Flag_01.psd

Icon_Flag_02.psd

Icon_Letter.psd

Icon_Coal_01.psd

Icon_Coal_02.psd

Icon_Coal_03.psd

Icon_Ski_Tracks.psd

Icon_Tangerine_Nose.psd

Icon_Snowglobe.psd

Icon_Tent_01.psd

Icon_Tent_02.psd

Icon_Tent_03.psd

Icon_Tent_04.psd

Icon_Tent_05.psd

Icon_Tent_06.psd

Icon_Candy_Cane.psd

Icon_Sweet_Jar.psd

Icon_Candy_Floss_01.psd

Icon_Candy_Floss_02.psd

Icon_Christmas_Cake.psd

Icon_Fairy_Cake.psd

Icon_Ice_Cream_Cone.psd

Icon_Trifle.psd

Icon_Lollipop_01.psd

Icon_Lollipop_02.psd

Icon_Lollipop_03.psd

Icon_Cake Group.psd

Icon_Cherry_Buns.psd

Icon_Present_01.psd

Icon_Present_02.psd

Icon_Present_03.psd

Icon_Present_04.psd

Icon_Present_05.psd

Icon_Tree_01.psd

Icon_Tree_02.psd

Icon_Tree_03.psd

Icon_Tree_04_lowres.psd

Icon_Tree_Group.psd

Tree_Banner.psd

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Vehicles

The vehicles are a distinctive part of the journey. The plane especially will be a recognisable image.

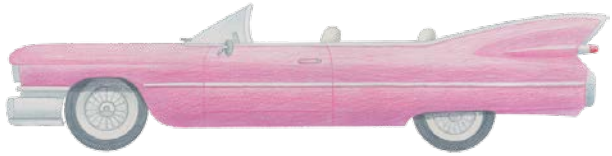
Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Lineart
Where only spot colours (Pantone®) are available, lineart versions should be used, see page 31.

Use of artwork
All vehicles apart from the plane can be flipped and can be carefully combined with icons and backgrounds to create placements and scenes.

Aeroplane.psd



Cadillac.psd

Hot Air Balloon.psd

Ice_Cream_Van.psd

© Snowdog Enterprises Ltd 2012

Borders

A variety of borders and frames are provided for use on product. Please enjoy creating your own decorative borders (subject to approval) using the assets and colour palette within this guide.

Supply of artwork
All border files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Border_01.psd

Border_02.psd

Border_03.psd

Border_04.psd

Border_05.psd

Border_06.psd

Border_Woollens_01.ai

Border_Woollens_02.ai

Border_Treats_01.ai

Border_Treats_02.ai

Border_Treats_03.ai

Border_Presents.ai

Border_Trees_01.ai

Border_Trees_02.psd

Border_Trees_03.psd

Border_Faces.psd

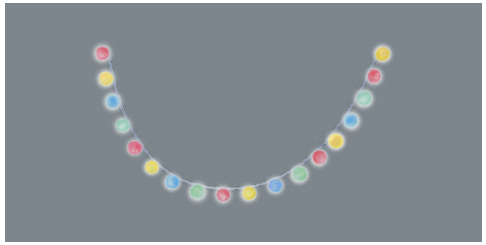
© Snowdog Enterprises Ltd 2012

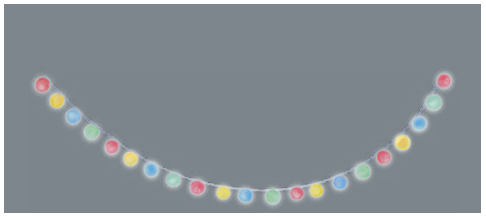
Fairy Lights

The fairy lights from the animation provide a soft glow of bright colours and can be used on a variety of applications. The light strands should always be positioned to bleed off the edge of product and packaging.

Supply of artwork
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

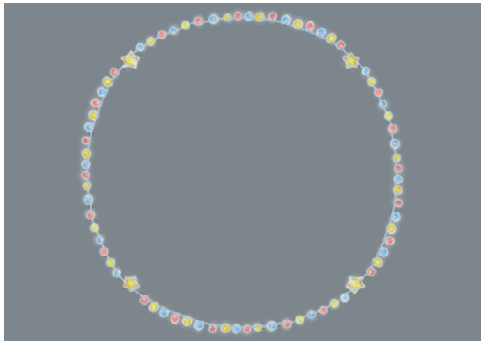
For lithographic and digital printing, files must be converted to a suitable CMYK profile.

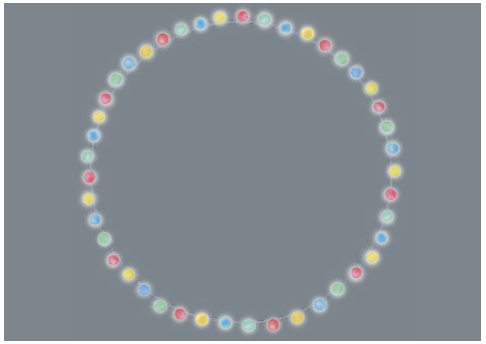

Border_Fairy_Lights_01.psd

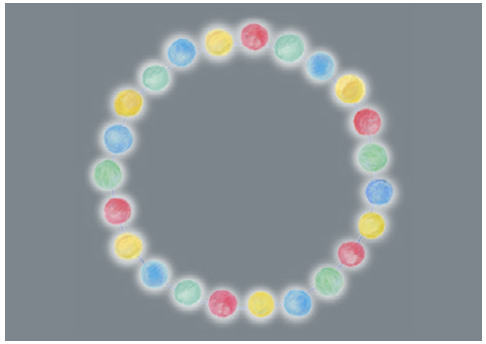

Border_Fairy_Lights_02.psd

Border_Fairy_Lights_03.psd

Border_Fairy_Lights_04.psd


Border_Fairy_Lights_05.psd


Border_Fairy_Lights_06.psd


Border_Fairy_Lights_07.psd

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Snow and Sparkles

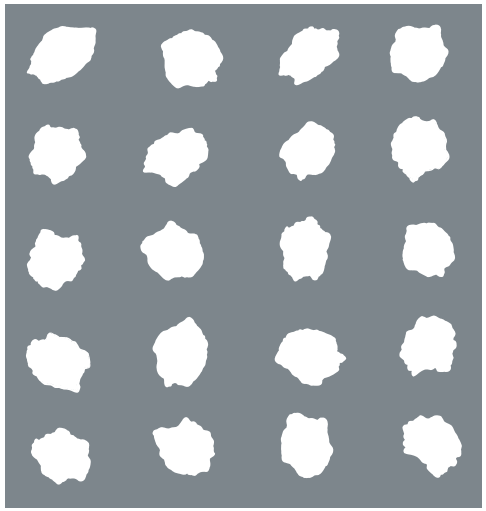
The snow and sparkles are an integral part of *The Snowman and The Snowdog's* wintery world. There are a variety of file types to add atmosphere to products.

Snowflakes
Files are supplied as vector AI files and as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

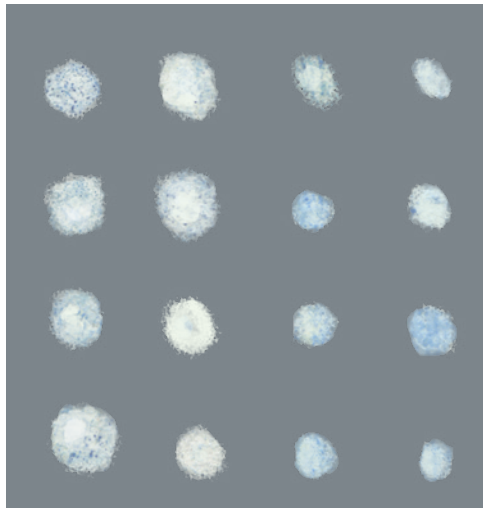
For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Snowflurry
The snowflurry is used on packaging but can also be combined with backgrounds to create a snowy scene.

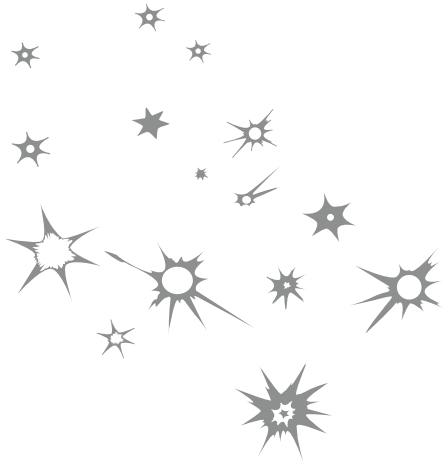
Sparkles
Sparkles are provided as AI vector files. They should be used sparingly to add a bit of magic to products. They can be printed in the brand colours, or foil blocked in silver on to products and packaging.



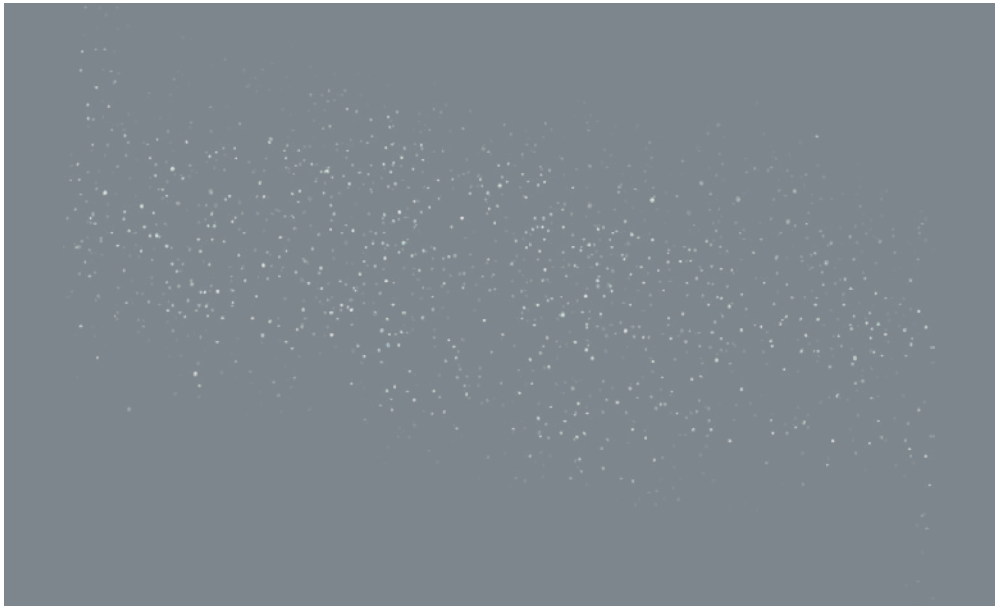
The_Snow.ai



The_Snow.psd



The_Sparkles.ai



The_Snow_Flurry.psd

© Snowdog Enterprises Ltd 2012

Patterns

Patterns can play an important part in creating desirable products. Please enjoy creating your own patterns (subject to approval) using the assets and colour palette within this guide.

Colour backgrounds are on a separate layer and can be changed to other colours from the palette provided in this guide. You can also use tints of the colours to create a softer look. In general please use more of the icy blue tones and smaller hints of the stronger, brighter colours.

Supply of artwork
All pattern files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files. Canvas size is 30 x 30cm and reapeat flows off canvas.

All patterns are supplied as a repeatable area.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Pattern_Aeroplane.psd

Pattern_FairyLight_Frames.psd

Pattern_Food_1.psd

Pattern_Food_3.psd

Pattern_Trees_lowres.psd

Pattern_Ski.psd

The Snowdog Pattern 1.psd

Pattern_Snowdog_2.psd

Pattern_The_Snowman_1.psd

Pattern_Xmas.psd

Pattern_Snowmen_1.psd

The Snowman Pattern 2.psd

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Placements

The following placements have been created which can be used on products.

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Use of artwork
Do not flip these placements.

Placement_Magic.psd

Placement_Tent.psd

Placement_Trio.psd

Placement_Banner.psd

Placement_Skiing.psd

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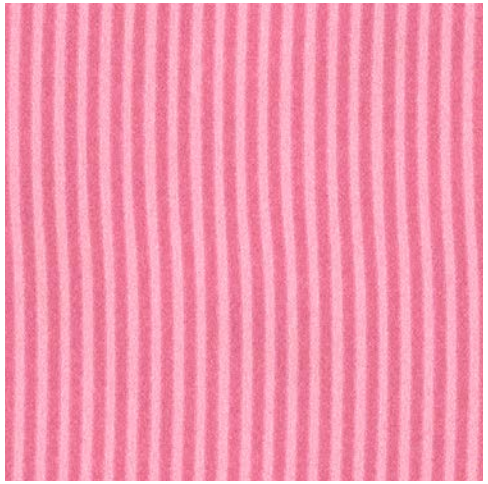
Textures

The textures shown come directly from the artwork of the animation. They can be used as decorative backgrounds or as lining patterns on products.

Supply of artwork
All pattern files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

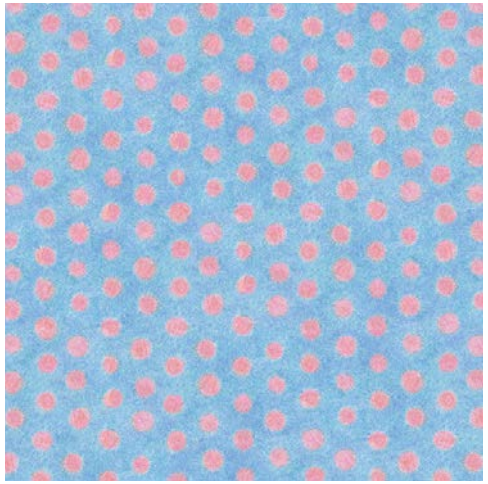
All textures are supplied as a repeatable area.

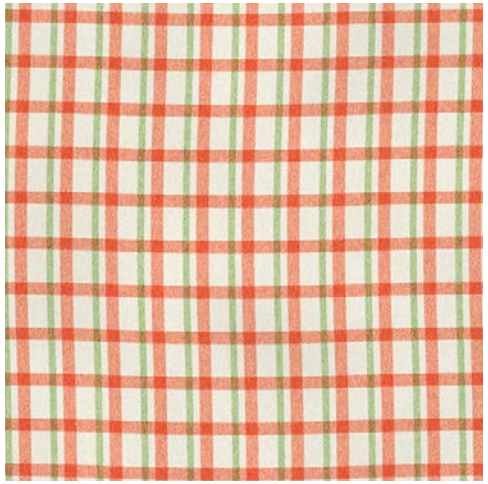
For lithographic and digital printing, files must be converted to a suitable CMYK profile.


Texture_Pink_Stripe.psd

Texture_Check.psd

Texture_Green_Stripe.psd


Texture_Spotty.psd


Texture_Tartan.psd

Texture_Snow.psd

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Stills

These are some of the iconic stills from the animation. Use whole images on products to give richness and detail.

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Use of artwork
Do not flip these stills.

Stills from the finished film will be available in December 2012

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Backgrounds

We have selected a number of backgrounds from the film which can be used on their own or combined with characters to create scenes for products.

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Use of artwork
Do not flip these backgrounds.

Background_Fields.psd

Background_Big_Ben.psd

Background_Dark_Sky.psd

Background_Over_London.psd

Background_Snow_Landscape.psd

Background_Ice_Rink.psd

Background_Wonderland.psd

Background_Banner_01.psd

Background_Dawn.psd

Background_Tree_Banner.psd

Background_Dawn Landscape.psd

Background_Trees.psd

Background_Sky_Landscape.psd

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Scenes

We have created a number of scenes using the supplied backgrounds and character poses for use on products. Other scenes have been specially drawn to represent the feel of the film

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 300 DPI, PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

Use of artwork
Do not flip these scenes.

Scene_Snowfall.psd

Scene_Big_Ben.psd

Scene_Over_London.psd

Scene_Landing.psd

Scene_Ice_Rink.psd

Scene_Dawn_Flight.psd

Scene_Takeoff.psd

Scene_Over_Fields.psd

Scene_Skiers.psd

Scene_Trio_Posing.psd

Scene_Trio_Hugging.psd

Scene_Trio_Flying.psd

Scene_Trio_Fyling_Over_Rooftops.psd

Scene_Snowy_Rooftops.psd

Scene_London_Cityscape.psd

Scene Snowy Landscape.psd

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Turnarounds

The following turnarounds will be useful for the creation of 3D products. Please refer to them for shape, dimensions and full body characteristics.

Use of artwork
The turnarounds are also available as image assets for use on products. Please refer to pages 14 to 16.

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Large files

The following are supplied as 1200 dpi files for printing at large scale on products or for marketing and point of sale use.

Colour images
Files are supplied as RGB (sRGB IEC61966–2.1), 1200 DPI, single masked layer PSD files.

For lithographic and digital printing, files must be converted to a suitable CMYK profile.

The_Snowman_01_large.psd

The_Snowman_03_large.psd

Scene_Trio_Flying.psd

Scene_Trio_Posing.psd

The_Snowdog_01_large.psd

The_Snowdog_08_large.psd

Group_01_large.psd

Group_02_large.psd

Group_07_large.psd

Aeroplane_large.psd

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The Snowman line art (single colour)

Line art can be used on products to produce a stylish effect.

Where only limited colours are available, single colour line art files may be useful.

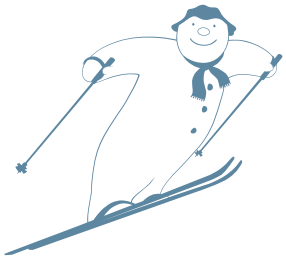
Line art
These are supplied as Adobe Illustrator® AI files.

Lineart_Group_01.ai
Pantone® 5415 C

Lineart_The_Snowman_01.ai
Pantone® 5415 C

Lineart_The_Snowman_03.ai
Pantone® 5415 C

Lineart_The_Snowman_18.ai
Pantone® 5415 C



Lineart_The_Snowman_06.ai
Pantone® 5415 C

Lineart_The_Snowdog_01.ai
Pantone® 5415 C

Lineart_The_Snowdog_08.ai
Pantone® 5415 C

Lineart_The_Snowdog_19.ai
Pantone® 5415 C

Lineart_The_Snowdog_20.ai
Pantone® 5415 C

Lineart_Lollipop.ai
Pantone® 5415 C

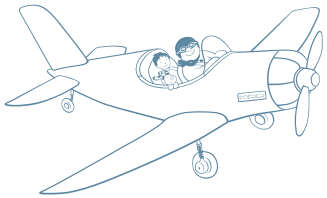
Lineart_Ice_Cream.ai
Pantone® 5415 C

Lineart_Candy_Cane.ai
Pantone® 5415 C

Lineart_Sock_Spotty.ai
Pantone® 5415 C

Lineart_Sock_Stripe.ai
Pantone® 5415 C

Lineart_Tree.ai
Pantone® 5415 C



Lineart_Aeroplane.ai
Pantone® 5415 C

© Snowdog Enterprises Ltd 2012

The Snowman line art (spot colour)

Line art can be used on products to produce a stylish effect.

Where only spot colours are available, these line art files may be useful. Please do not change the colours in the artwork.

Line art

These are supplied as Adobe Illustrator® AI files.

Spot_Group_01.ai

- Black
- Pantone® 211 C
- Pantone® 298 C
- Pantone® 159 C
- Pantone® 360 C
- Pantone® 366 C
- Pantone® 5415 C
- Pantone® 158 C
- Pantone® 576 C
- Pantone® 7505 C

Spot_The_Snowman_01.ai

- Black
- Pantone® 5415 C
- Pantone® 158 C
- Pantone® 576 C

Spot_The_Snowman_03.ai

- Black
- Pantone® 5415 C
- Pantone® 158 C
- Pantone® 576 C

Spot_The_Snowman_18.ai

- Black
- Pantone® 5415 C
- Pantone® 158 C
- Pantone® 576 C

Spot_The_Snowman_06.ai

Spot_The_Snowdog_01.ai

- Black
- Pantone® 298 C
- Pantone® 211 C
- Pantone® 5415 C
- Pantone® 360 C
- Pantone® 366 C
- Pantone® 7430 C
- Pantone® 7432 C
- Pantone® 159 C

Spot_The_Snowdog_08.ai

- Black
- Pantone® 298 C
- Pantone® 211 C
- Pantone® 5415 C
- Pantone® 360 C
- Pantone® 366 C
- Pantone® 159 C

Spot_The_Snowdog_19.ai

- Black
- Pantone® 298 C
- Pantone® 211 C
- Pantone® 5415 C
- Pantone® 360 C
- Pantone® 366 C
- Pantone® 159 C

Spot_The_Snowdog_20.ai

- Black
- Pantone® 298 C
- Pantone® 211 C
- Pantone® 5415 C
- Pantone® 360 C
- Pantone® 366 C
- Pantone® 159 C

Spot_Lollipop.ai

- Pantone® 706 C
- Pantone® 709 C
- Pantone® 543 C

Spot_Ice_Cream.ai

- Pantone® 732 C
- Pantone® 810 C
- Pantone® 150 C

Spot_Candy_Cane.ai

- Pantone® 656 C
- Pantone® 709 C

Spot_Sock_Spotty.ai

- Pantone® 298 C
- Pantone® 211 C

Spot_Sock_Stripe.ai

- Pantone® 360 C
- Pantone® 366 C

Spot_Tree.ai

- Pantone® 543 C
- Pantone® Warm Gray 9 C

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Packaging

Overview
Packaging Elements
Packaging Checklist and Typography
Different Formats
Swing Tags and Woven Labels

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Overview

The Snowman and The Snowdog packaging has a distinctive look to make an impact on shelf.

We have devised a packaging system so that the design will look consistent across a variety of formats.

Any product featuring *The Snowman and The Snowdog* assets should use this packaging. Please read these pages carefully.

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Packaging elements

You will find all the packaging elements, along with a layered composite file of the packaging elements (Packaging_Template.ai), in the 'Packaging' folder.

If specifications allow, the word mark on front and top of box, plus the sparkles around the character trio may be foiled gloss silver.

Snowman_Word_Mark_White.ai

Word mark (white)
For usage reference please see page 8. Centre above product title on box lid

Packaging_Sky_Top.psd

Top Sky Background
Goes full frame on the top panel of all boxes

Snowman_Word_Mark_CMYK.ai

Word mark (Dark Blue)
Appears top left on back of pack, aligned with product descriptor

Packaging_Snow_Flurry.psd

Snow Flurry
Position only on the left and right hand panels of boxes

Packaging_Aeroplane.psd

Aeroplane with light beam
Please match scale and position to these visuals

Packaging_Fairy_Lights_01.psd
Packaging_Fairy_Lights_02.psd
Packaging_Fairy_Lights_03.psd

Fairy Light Swags
There are three swags available for varying formats. Place in front of tree

Packaging_Group_Right.psd

Flying Group
Please match scale and position to these visuals

The
Snowman
AND THE SNOWDOG
3 Decorated Glass Baubles
Hand painted with scenes from the film
SUB HEADING
SUB HEADING
SUB HEADING
OPTIONAL PRODUCT IMAGE HERE
The Snowman™ and The Snowdog
© Snowdog Enterprises Limited 2012
THE SNOWMAN™ by Raymond Briggs
Published by Hamish Hamilton Ltd.
Licensed by Copyrights Group
www.thesnowman.co.uk
Enjoy the magic of Christmas through The Snowman and The Snowdog, a heart-warming story about love, loss and friendship.
5 060058 183037

Packaging_Penguin_01.psd
Packaging_Penguin_02.psd
Packaging_Penguin_03.psd

Penguin Character
Should always appear on back of pack if space allows. There are three poses to choose from

Packaging_Texture_Snow.psd

Ground Snow Texture
Prints full frame on back panel of boxes and header cards etc

Packaging_Group_Left.psd

Walking Group
Please match scale and position to these visuals

Packaging_Group_Hero.psd

Hero Character Group
Position bottom left. Ensure they are prominent on all packs. Please match scale to these visuals. Optional layer for foiling sparkles on file

Packaging_Tree.psd

Tree
Can be arranged to fit pack format. Match position and scale to these visuals

Packaging_Flag.psd

Flag
An optional device to hold product sizing or age guidance for products

Packaging_Landscape.psd

Landscape
For front and sides of boxes. Repeatable if more area is needed. Match position and scale to these visuals

Packaging_Sky.psd

Sky background
A large area is provided for front and sides of boxes. The sky extends from top of the box to just below the landscape horizon (NOT to the base of box)

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Packaging checklist and typography

Front panel
Word mark
Sky background
Landscape
Tree
Fairy lights
Hero character group
Product title and descriptor
Flag (optional)

Right panel
Sky background
Landscape
Fairy lights
Snow flurry
Flying group

Left panel
Sky background
Landscape
Snow flurry
Walking group

Back panel
Ground snow texture
Word mark
Product copy
Product image (optional)
Penguin
Copyright legal line
Barcode (optional)

Top panel
Top sky background
Word mark
Product title
Aeroplane

Strong Blue
C65/M38/Y0/K0

Dark Blue
C100/M80/Y0/K18

For further reference on fonts see page 11

Word mark (white)
For usage reference please see page 8. Centre above product title on box lid.
Product title from front of box is repeated underneath the word mark on the box lid in white.
Font is Cronos MM Regular

The Snowman™
AND THE SNOWDOG
3 Decorated Glass Baubles
Hand painted with scenes from the film
SUB HEADING
SUB HEADING
SUB HEADING
Enjoy the magic of Christmas through The Snowman and The Snowdog, a heart-warming story about love, loss and friendship.
OPTIONAL PRODUCT IMAGE HERE
The Snowman™ and The Snowdog
© Snowdog Enterprises Limited 2012
THE SNOWMAN™ by Raymond Briggs
Licensed by Copyrights Group
www.thesnowman.co.uk
5 060058 183037
The Snowman™
AND THE SNOWDOG
Children's Socks
2 pairs
AGE 3+

Back of pack typography
Word mark is positioned top left in dark blue.
Product title (Dark Blue) and descriptor (Strong Blue) underneath,
followed by smaller detailed product copy.
Font is Cronos MM Regular

Copyright legal line
Please include the following legal line on all products:

The Snowman™ and The Snowdog
© Snowdog Enterprises Limited 2012
THE SNOWMAN™ by Raymond Briggs
Published by Hamish Hamilton Ltd.

Licensed by Copyrights Group

www.thesnowman.co.uk

Copyright_Line.ai

Product title and descriptor
Positioned ranged left 10mm away from the hero character group.
Product title in Dark Blue, product descriptor in a smaller font size in Strong Blue. Please scale as appropriate for pack format.
Font is Cronos MM Regular

Flag (optional)
The flag is an optional device to hold product sizing or age guidance for products. Type is white. Please use capitals for all information within the flag.
Never flip the flag.
Font is Cronos MM Regular

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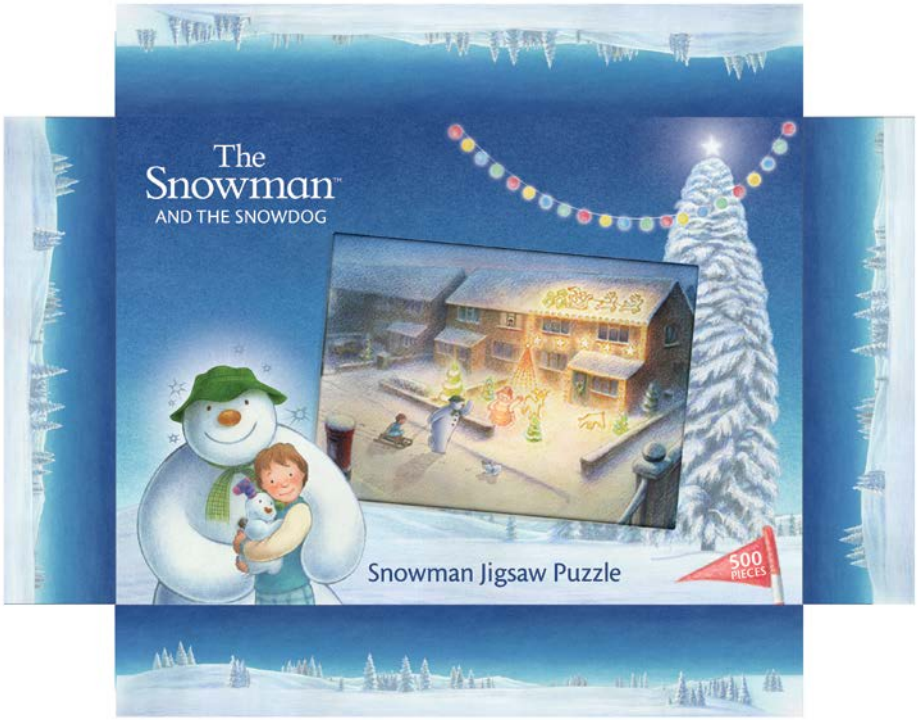
Different formats

The guidelines on the previous pages should apply across all different packaging formats. Below are a few examples. Inside box printing should match Pantone® 7457C. The same colour should be used full frame on the base of boxes.



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Swing tags

There are two swing tag formats available depending on the amount of content: a 2pp swing tag and a 4pp swing tag. Artwork templates for swing tags have been saved in the 'Packaging' folder.

Swing tag checklist

Front
Word mark
Sky background
Landscape
Tree
Fairy lights
Hero character group

Reverse/inside
Ground snow texture
Product copy
Penguin
Copyright legal line
Barcode (optional)

The Snowdog
Soft Plush Toy
SUB HEADER
Verum et dellic tessum que quos con pore exerum qui sequam, suntia perio. Itatat quiaece pudandi caborest, odi aut escil intur, sendis
The Snowman™ and The Snowdog
© Snowdog Enterprises Limited 2012
THE SNOWMAN™ by Raymond Briggs
Published by Hamish Hamilton Ltd.
Licensed by ©pyrights Group
www.thesnowman.co.uk
5 060058 183037
WWW.THESNOWMAN.CO.UK

??mm diameter
Please do not rescale

The Snowdog
Soft Plush Toy
SUB HEADER
Verum et dellic tessum que quos con pore exerum qui sequam, suntia perio. Itatat quiaece pudandi caborest, odi aut escil intur, sendis aliquat eat.
SUB HEADER
Dolecto elis endae perferioste eum unto maionestibea comnihi cilligento est ut haruptiusdae inumquame pa consed mo tem harcienda sitaspe plabori officilibus mo berciis et qui offic torem quiae. Sedi beaque dolume.
Enjoy the magic of Christmas through *The Snowman and The Snowdog*, a heart-warming story about love, loss and friendship.

The Snowman™ and The Snowdog
© Snowdog Enterprises Limited 2012
THE SNOWMAN™ by Raymond Briggs
Published by Hamish Hamilton Ltd.
Licensed by ©pyrights Group
www.thesnowman.co.uk
5 060058 183037

Woven labels

Woven or printed sew-in labels can be used on either the neck or inside and/or outside seams of garments and soft products. Colour should match Pantone® 7682 C.

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Product Themes

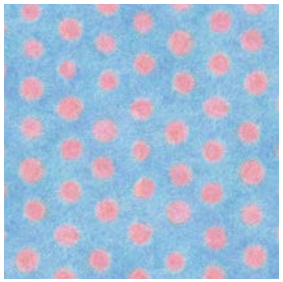
Winter

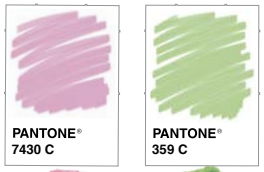
Christmas

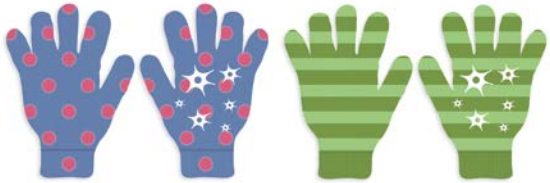
© Snowdog Enterprises Ltd 2012

Winter

The Snowman and The Snowdog products must be inventive and of high quality, reflecting the wintery wonder and warmth of the film.







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Winter

Each product must always feature the main characters from our story. The colour white adds a crisp and bright feel.

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Christmas

Products can be given a celebratory Christmas feel by adding touches of red and deep blue. Please never use the Father Christmas character on his own without The Snowman or The Snowdog.

© Snowdog Enterprises Ltd 2012

Reference

Approval procedure

© Snowdog Enterprises Ltd 2012

Approval procedures

The quality of the products and the reproduction of *The Snowman and The Snowdog* artwork is extremely important. Approval procedures must therefore be strictly followed by Licensees.

Under the terms of the licence agreement granted to your company, you are required to submit to Copyrights all products and designs for approval and review with the copyright and trademark owner, Snowdog Enterprises Limited. It is especially important that you allow sufficient time for the approval process. The standard licence agreement provides for a 14 day approval period for each stage of the design process below. We will normally be able to turn around and comment upon designs in a shorter period, but at particularly busy times of the year, for example in the run up to trade fairs, please allow enough time for your designs to be properly reviewed.

Approval stage

1. Design intentions: please submit initial sketch designs for all product and packaging. When reviewing clothing or fabric concepts we will require storyboards for the complete range, together with fabric swatches.
2. Final artwork: final layouts and designs must be submitted before they are sent to print.
3. Proofs: we require to see proofs of all product and packaging.
4. Pre-production samples: a sample must be submitted for approval of the reproduction in the manufacturing process, and the quality of the product.

Please note that under the terms of the licence agreement six samples of the finished sample should be sent to Copyrights for distribution to the copyright and trademark owner.

All submissions should be sent to Copyrights either by e-mail to emmacampbell@copyrights.co.uk or by post to:

Linda Pooley
Creative Director
The Copyrights Group
Suite 2
29-30 Horse Fair
Banbury
Oxon OX16 0BW

The full copyright notice should appear on all packaging, labels and hang tags:

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© Snowdog Enterprises Limited 2012
THE SNOWMAN™ by Raymond Briggs
Published by Hamish Hamilton Ltd.

Licensed by Copyrights Group

www.thesnowman.co.uk

Where space does not allow the abbreviated notice may be used:

© Snowdog Enterprises Ltd 201*

On very small items, and with prior permission the very abbreviated form may be used:

© Sdog Ent, 201*
(201* indicates the year of first manufacture of the product)

Woven or printed sew-in labels should show The Snowman™ and The Snowdog, together with the abbreviated copyright notice **Sdog Ent. 201***

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Thank you!

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